Patient retention during Trial – Challenge for Life Sciences – **US$ 1 Billion loss per trial.**

Life Sciences Challenge –

- Globally, 120,000+ clinical trials are active – with an average of 30% facing suspension, termination, or incompletion during the clinical phase.
- Only 6% of these trials conclude on schedule, with the majority experiencing significant delays.
- The financial impact of each suspended trial range between US$500 Million to US$1 Billion. In year 2022, almost 200 trials got suspended.
- On the other side, the financial impact of delays of each trial stretches from tens to hundreds of millions.

Unmet Needs

- Clinical trials face significant patient recruitment and retention challenges, with a high dropout rate as trials progress.
- Enhancing patient engagement and providing thorough education and assistance are critical to mitigate these issues.

Post-Discharge Readmission – Challenge for Payers & Providers – **US$ 30-40 Billion loss per year.**

Payers & Providers Challenge Overview –

- Approximately 8 million people in the US undergo in-patient surgery annually.
- Among them, 3.8 million individuals experience post-discharge complications, leading to 30-days readmission.
- The cost of each 30-days readmission is nearly US$16,576 per patient, contributing to a total readmission expense in United States as US$30-40 billion.
- Out of 30 surgeries defined by CMS for reimbursement, 11 exhibit a readmission rate higher than the national average of 17.2%.

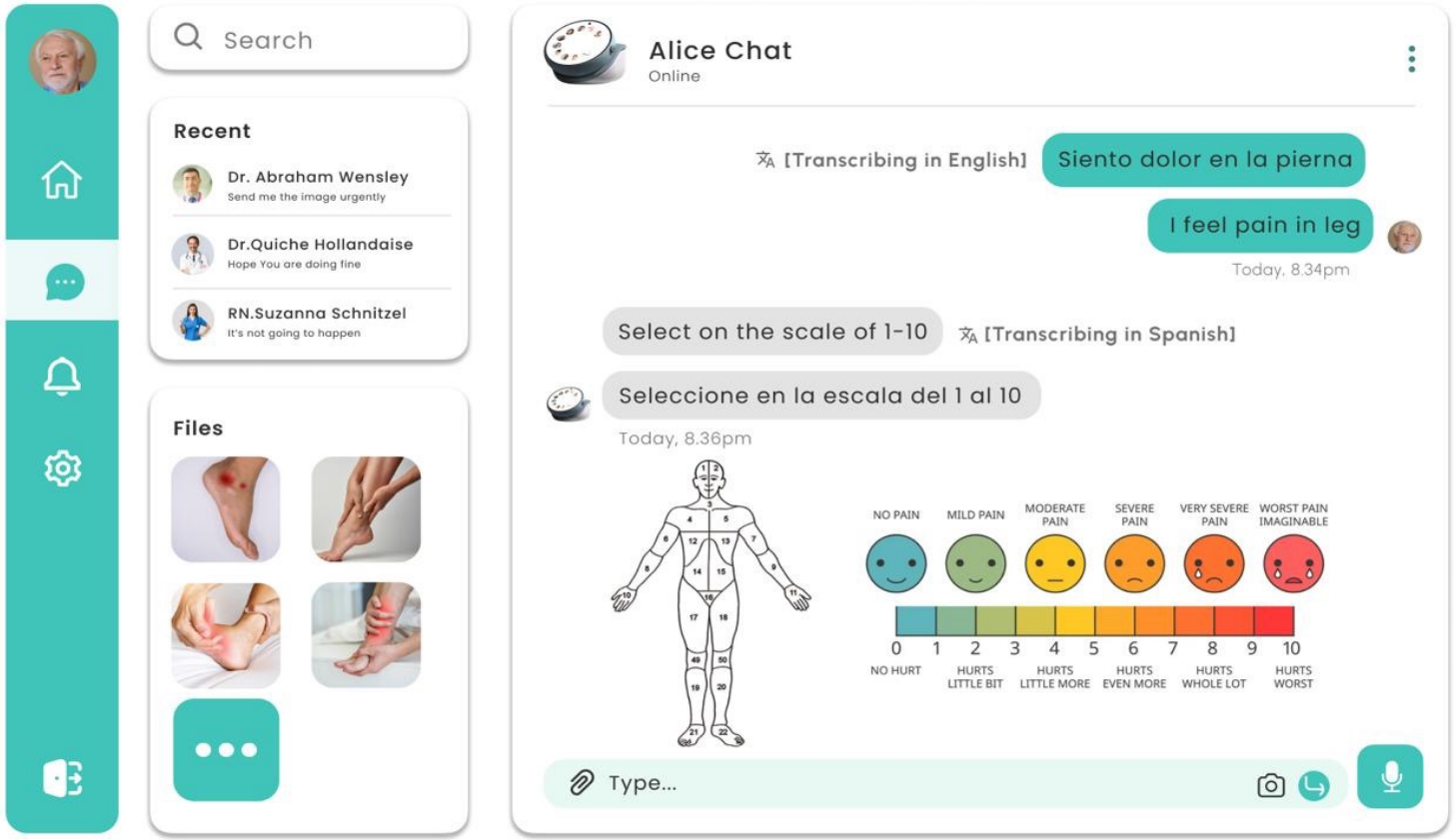
Unmet Needs

- Despite the implementation of remote monitoring, virtual care programs, and advanced nursing facilities, the readmission rate has remained unchanged for several years.
- The shift to home-based care requires comprehensive systems for monitoring, patient education, adverse events assessments, patient adherence, patient support to reduce readmissions.

Unifying Unmet Need: MiCure

Addressing these unmet needs involves a multifaceted approach that includes managing adverse events, enhancing patient-reported outcomes, and ensuring patients are well-informed and supported throughout their care or trial experience to foster independence and compliance. “Alice” health bot engages patient and motivates with its innovative techniques.

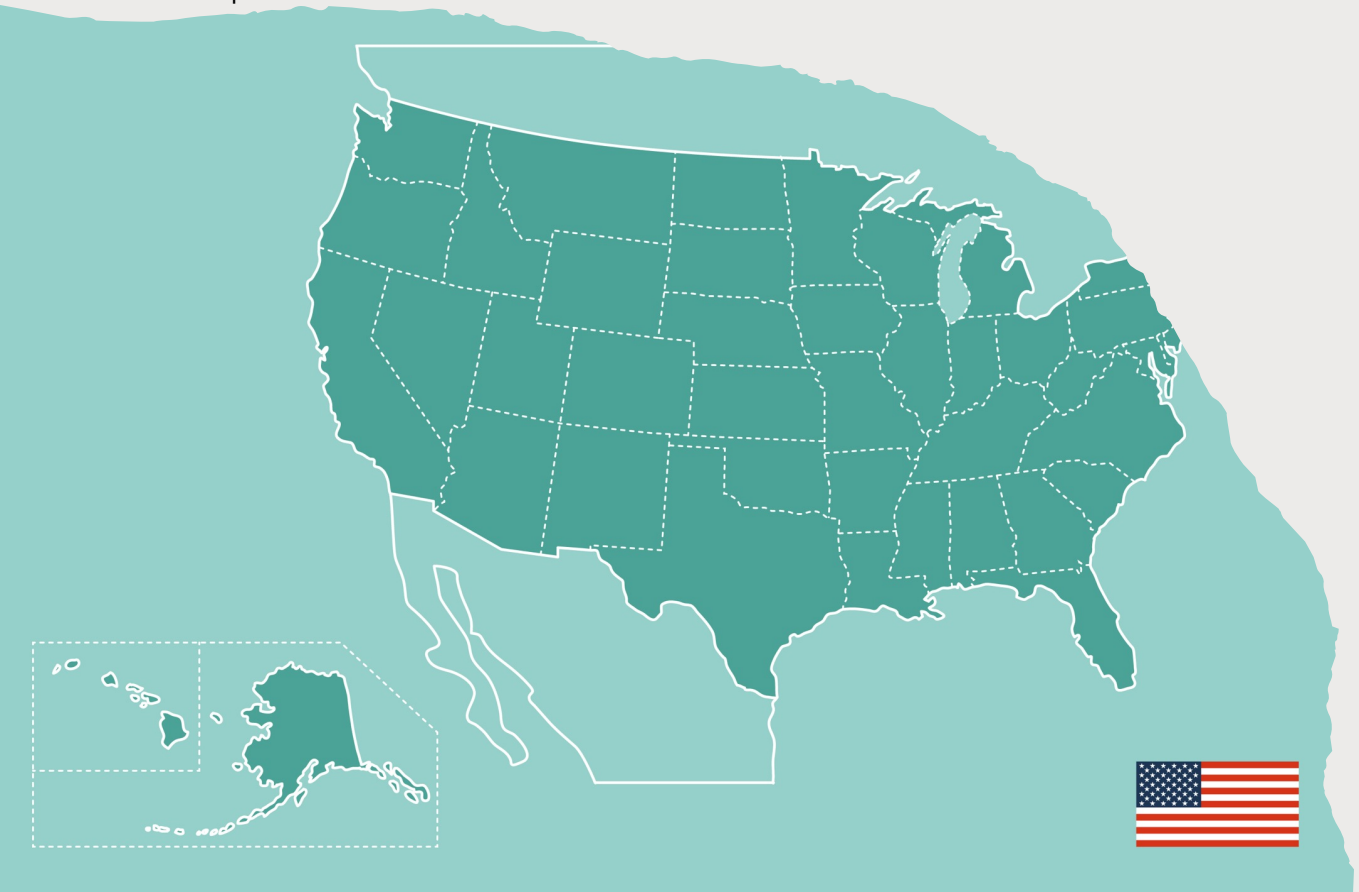
*This image is an inspiration for real-MiCure and is for reference only.



MARKET SIZE ESTIMATES (TAM/SAM)

Life Sciences
TAM ~ US$ 21 Billion
SAM~ US$10 Billion

Payers & Providers
TAM ~ US$5 Billion
SAM ~ US$3.8 Billion



BUSINESS MODEL

Life Sciences

Partnering with life sciences company executing maximum decentralized trials on conditions such as Oncology, Rare Diseases, Genetic Disorders etc.

Payers & Providers

Partnering payer groups to strategically positioning MiCure in their in-network provider setting.

PARTNERSHIP

The company has established clinical partnership with SNFs, Hospital, PCPs and Life Sciences to pilot MiCure with 100 patient under two different environment i.e. In-patient setting and Under self / care-giver administration. Also, company has reviewer relationships with prominent payer company and Pharma group.

ASK

US$ 3Million SAFE- Raising seed capital for 2 years of runway

Suruchi Sinha (Founder & CEO) is Med-Tech Entrepreneur from New York. [Full Time]

Worked as an Assistant Professor of Artificial Intelligence specializing in Patient Cognition for a decade. She has collaborated with institutions like Ministry of Defense - Government of India, European Commission, National Health System UK, MasterCard, Wells Fargo, New York University, and London School of Business on independent assignments. In 2020, she transitioned to entrepreneurship, founding CiRG Labs where company achieved an annual revenue of US$130,000 for consecutively 3 years. Driven by a commitment to bridging the gap between technology and medical sciences, she introduced CiRG Labs' first product, MiCure, a Patient Engagement Platform with Health Assistant Alice.

T. Shrivastava (Co-Founder & CSO) is an ex-McKinsey consultant from New York [Strategy]

Developed a pharma/life sciences/ MedTech specialization over 12+ years of consulting experience focused on strategy. His work as an independent consultant has included engagements with organizations like Amgen, Organon, Best Buy Health, Change Healthcare, Dr. Reddy's Laboratories and some promising start-ups like Pocket Naloxone and Act One Healthcare. Engagement with these clients is usually executed in the form of projects including (but not limited to) pricing analysis, benchmarking studies, competitive analysis, go-to-market strategy, market sizing, due diligence on targets, forecasting, profitability evaluation, 5 years plan reviews and outsourcing strategy.